

Figure 1

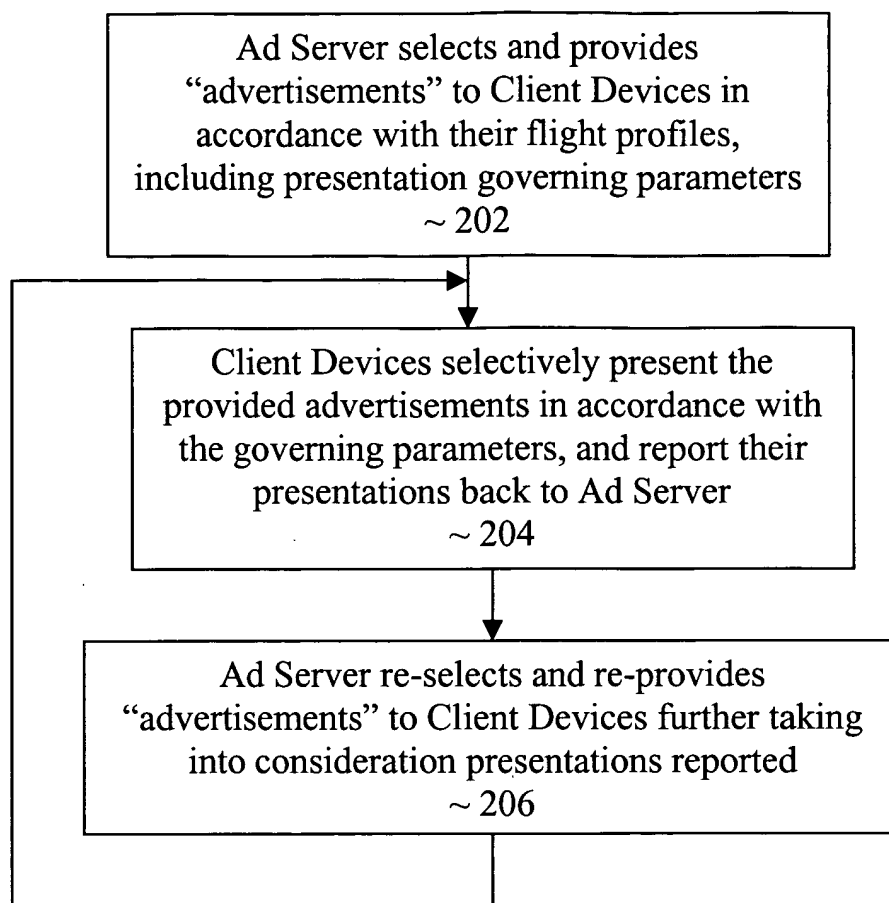


Figure 2a

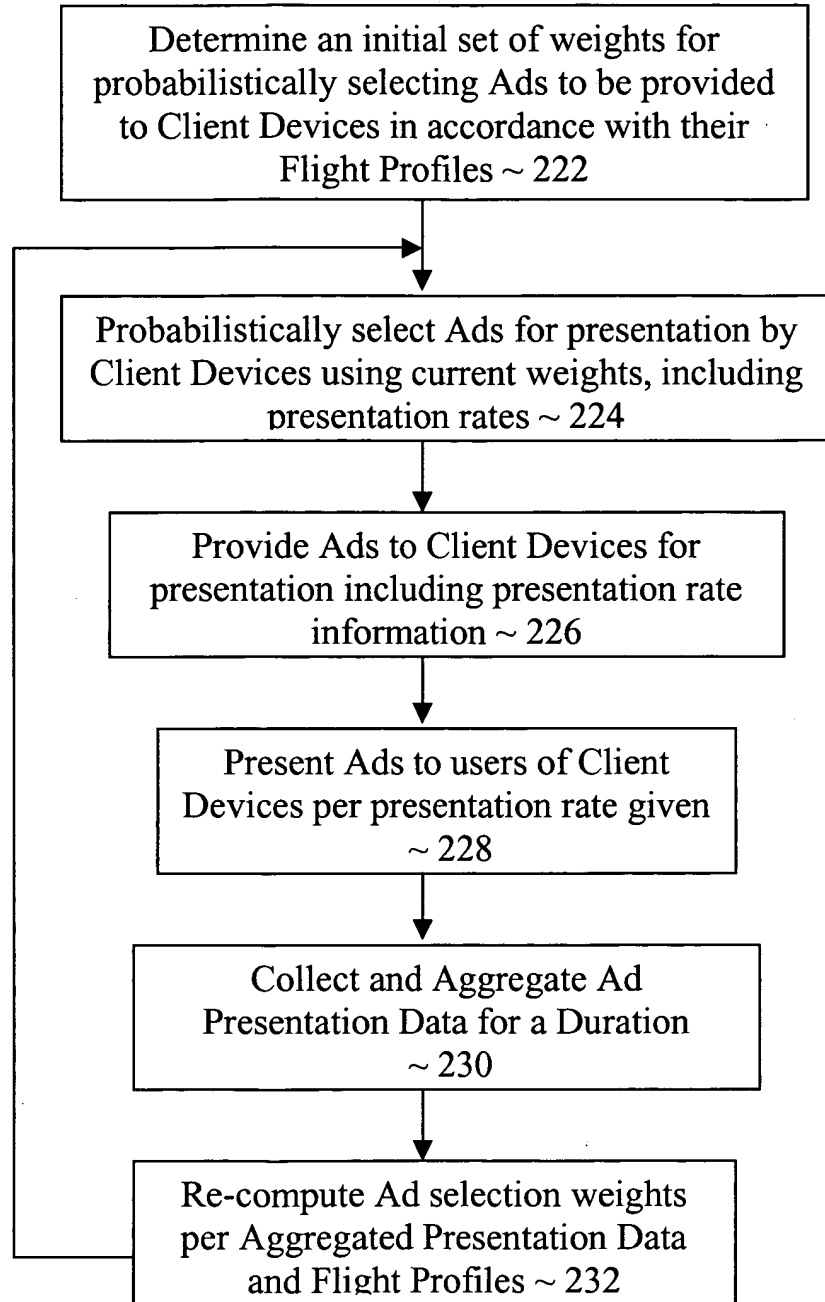


Figure 2b

The graph, titled "Ad Impressions", plots Total Impressions (Y-axis, 0 to 700) against Week (X-axis, 1 to 6). Three data series are shown: Constant Rate (diamonds), Decreasing Rate (squares), and Increasing Rate (triangles). The Constant Rate series increases linearly from 100 to 600. The Decreasing Rate series starts at 300 and increases at a decreasing rate to 600. The Increasing Rate series starts at 25 and increases at an increasing rate to 600.

Week	Constant Rate	Decreasing Rate	Increasing Rate
1	100	300	25
2	200	425	50
3	300	500	100
4	400	550	150
5	500	575	300
6	600	600	600

AD ~ 402	URL ~ 403	Selection Criteria ~ 404	Profile Data ~ 406	Presentation Data ~ 408	Other Info
		demographic data, subject matters, and other criteria	start and stop of campaign period, impression rates, and other related information	# of impressions presented, and other related info	

Figure 4

2025.03.26.09.10.00

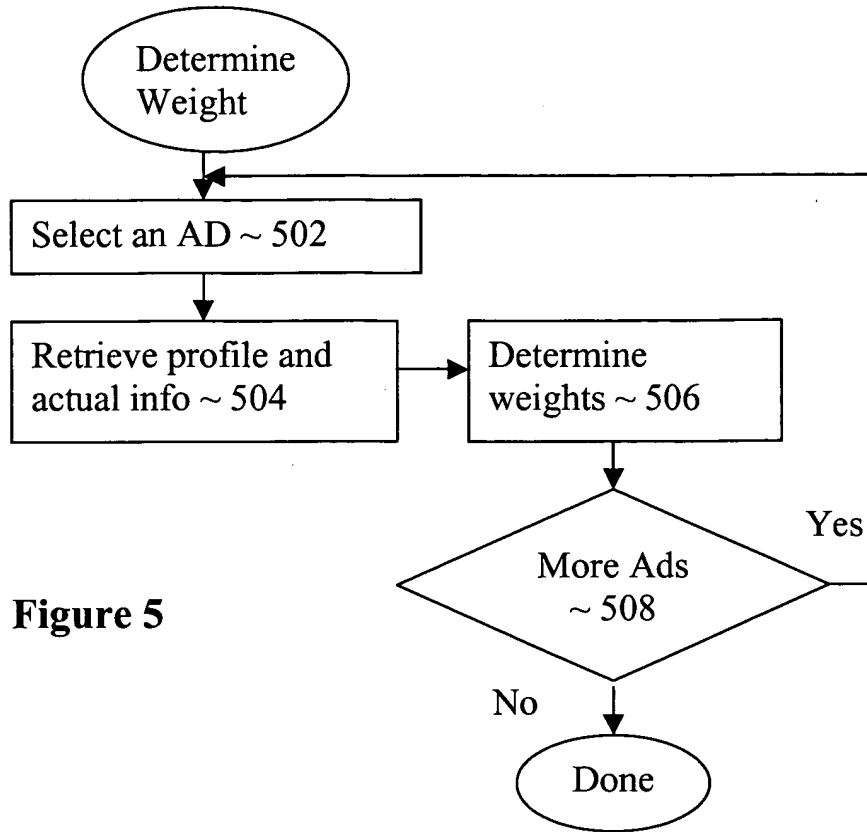


Figure 5

09764E3E 044004
T00T0 99764E3E

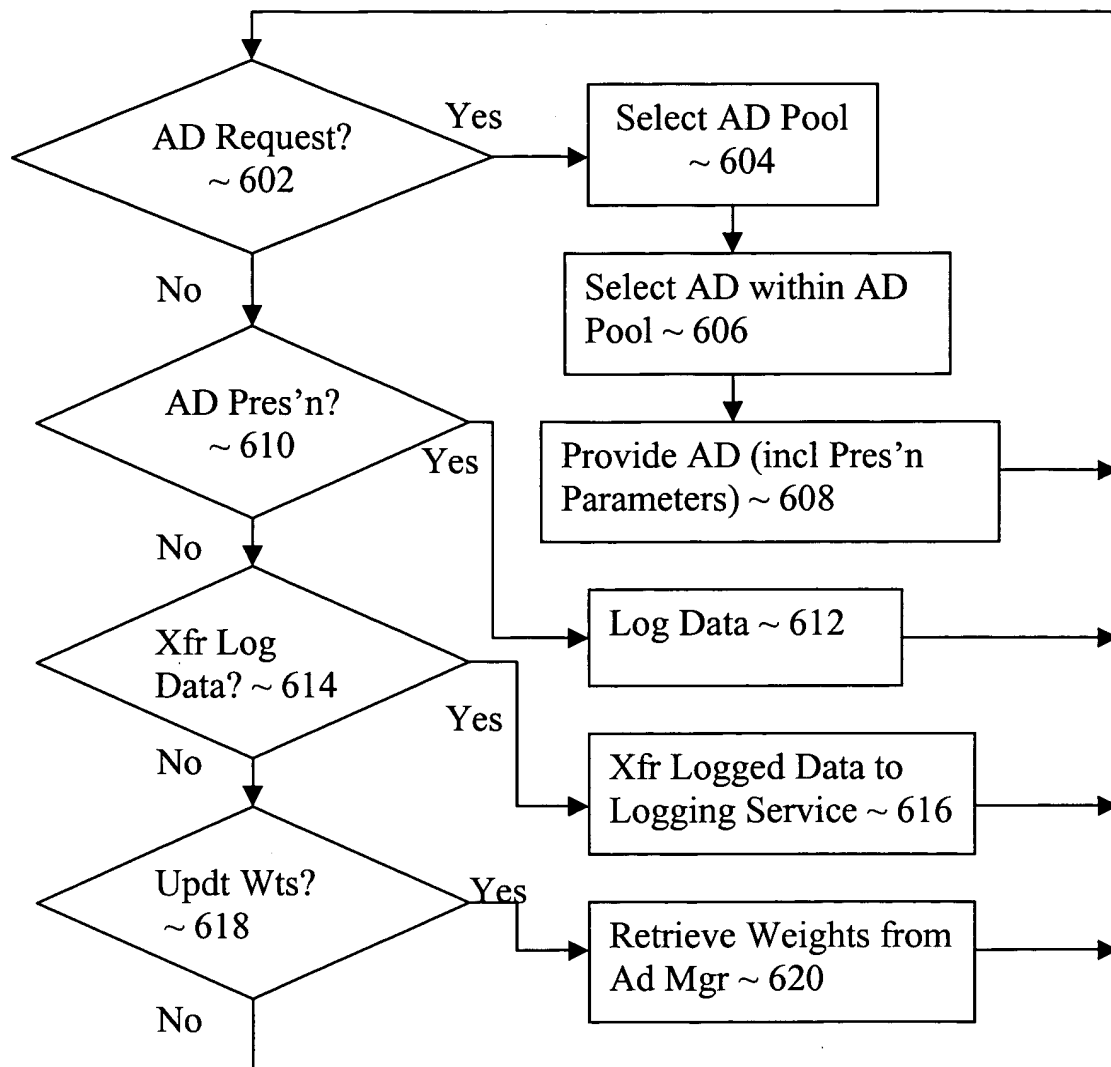


Figure 6

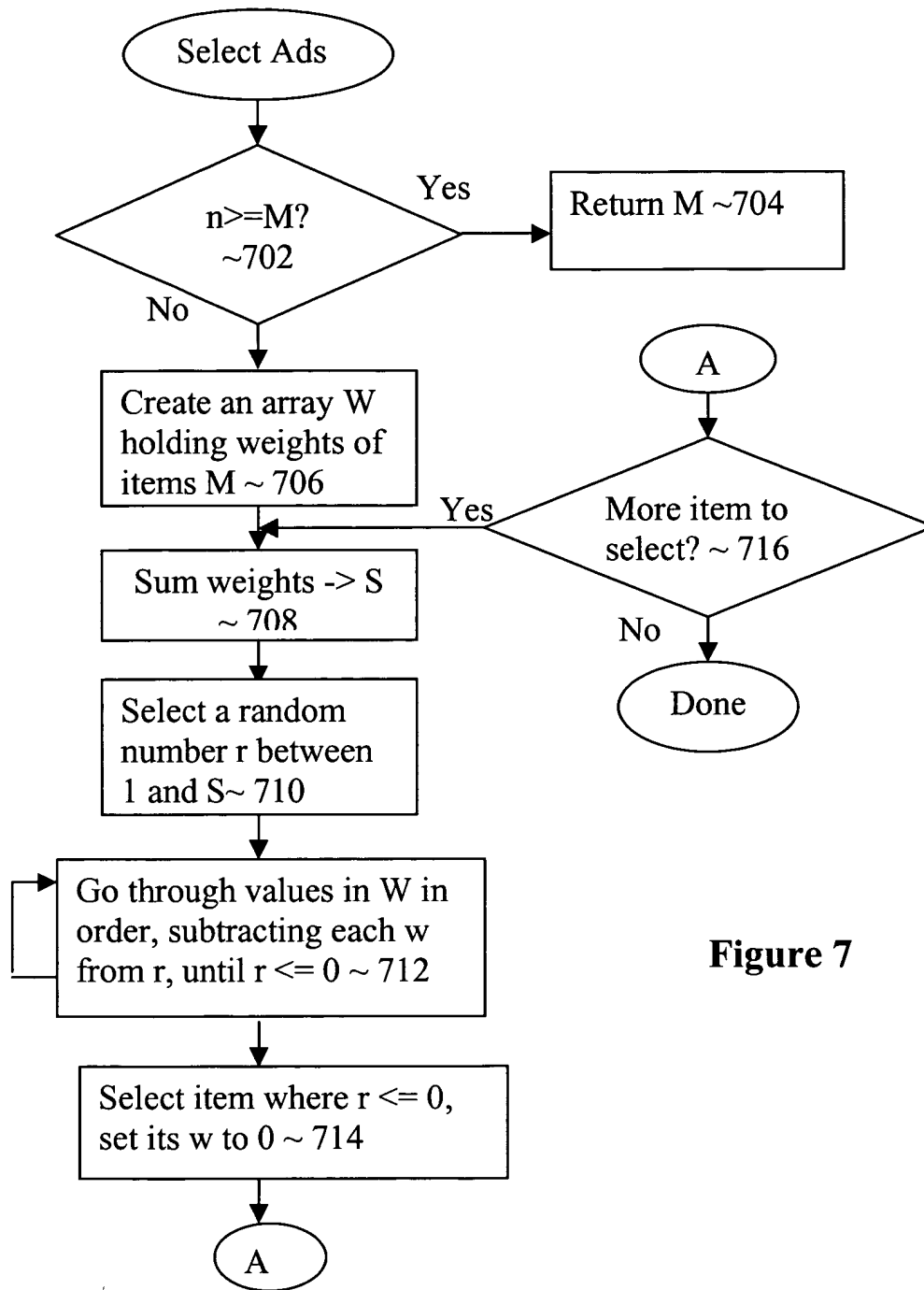


Figure 7

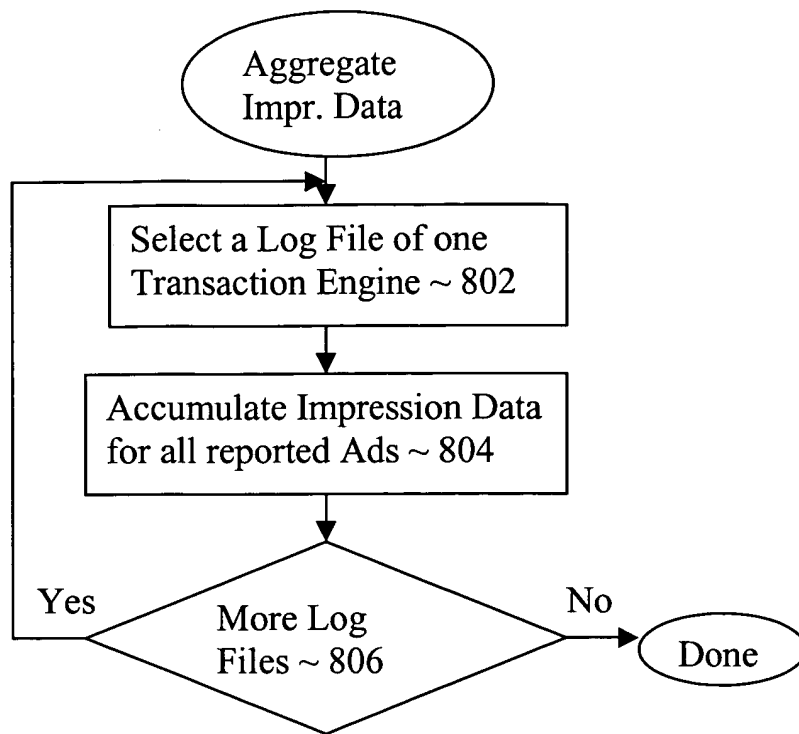


Figure 8

108

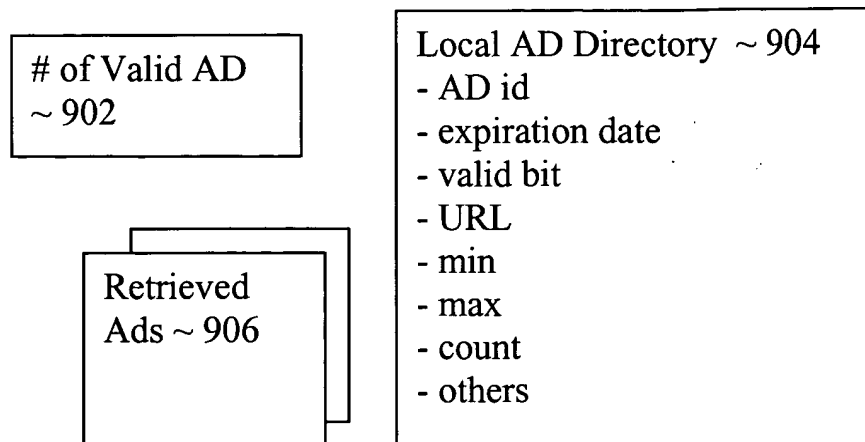


Figure 9

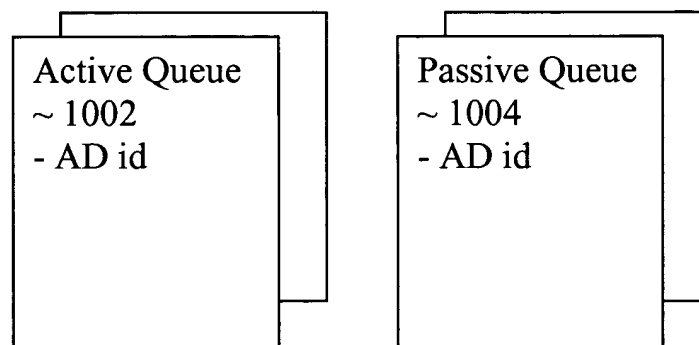


Figure 10

2025-04-04 09:04:50

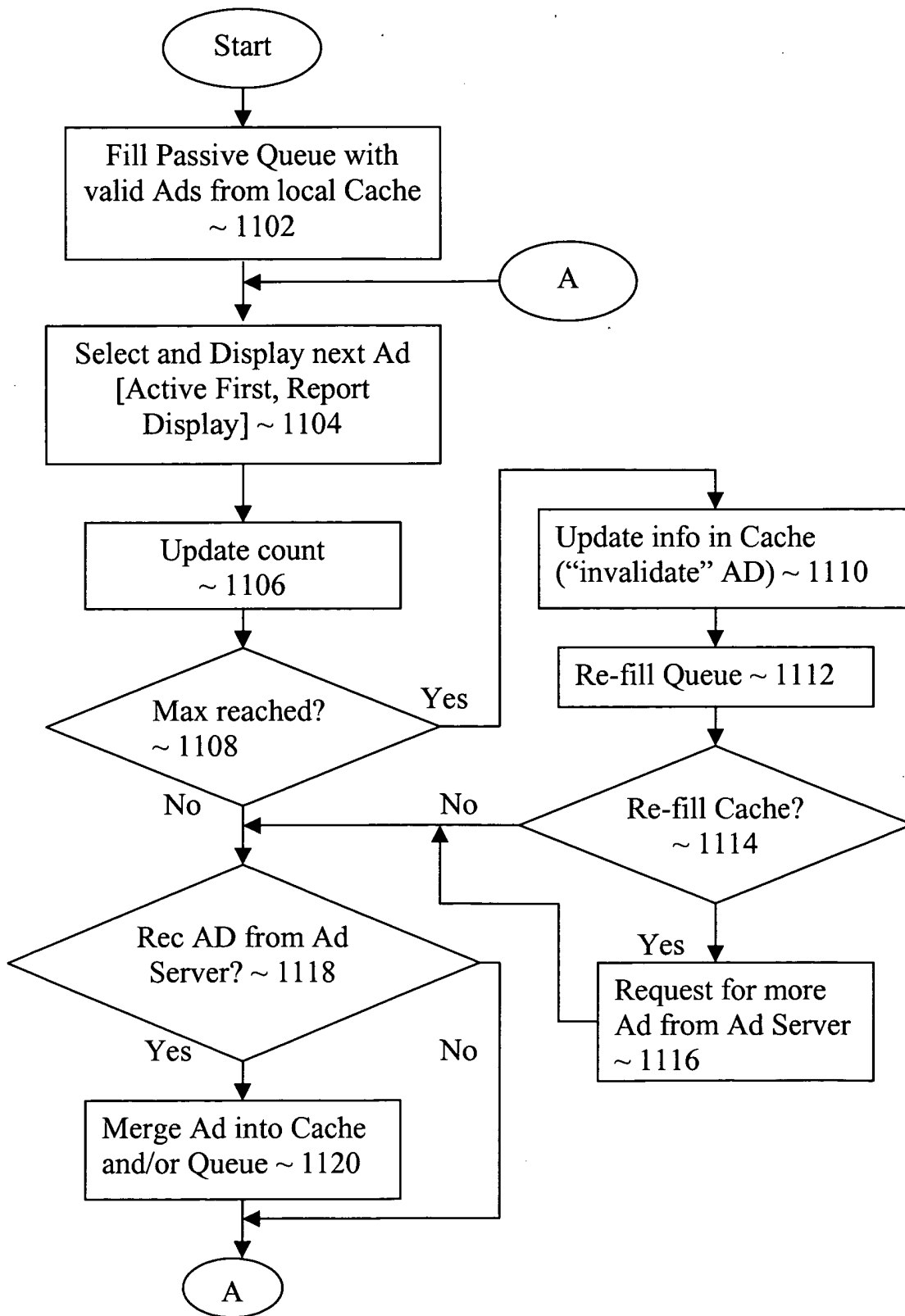


Figure 11

FIG. 12

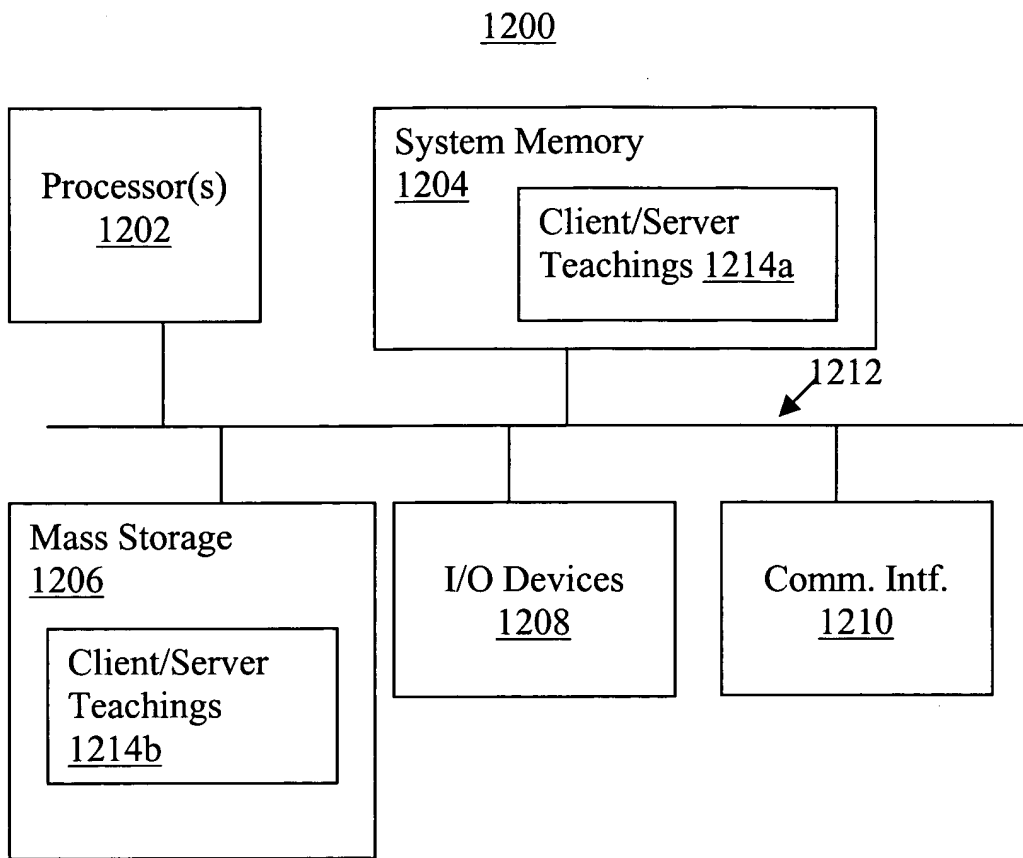


Figure 12